

## ORDER



KLAS

## Orders

Order / Rev: 37639  
 Alt Order #: 08885928  
 Product Desc: HELLER/SENATE/REP  
 Estimate:  
 Flight Dates: 10/24/12 - 10/30/12  
 Original Date / Rev: 10/17/12 / 10/17/12  
 Order Type: GENERAL

Primary AE: Mike Jones  
 Sales Office: K-WAS  
 Sales Region: National

## Agency

Name: Strategic Media Services  
 Buying Contact:  
 Billing Contact:  
 3299 K St. NW  
 Washington, DC 20007

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

## Advertiser

Name: Heller, Dean R-USS  
 Demographic: A35+  
 Product Codes: PO1  
 Priority: LV3  
 Revenue Codes: AGY, POL, CAND

New Business Thru:  
 Order Separation: 00:15:00  
 Advertiser External ID:  
 Agency External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	16	\$6,050.00	\$5,142.50
10/29/12	10/30/12	10	\$15,550.00	\$13,217.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	16	\$6,050.00	\$5,142.50	0.00
November 2012	10	\$15,550.00	\$13,217.50	0.00
Totals	26	\$21,600.00	\$18,360.00	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KLAS	30%	\$21,600.00
Market	100%	\$72,000.00

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$18,000.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$3,600.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	8	10/24/12	10/26/12	8 News Now 5a M-F	CM	5-6a	--WTF--	:30	1	\$225.00	LV2	0.00	NM	1	\$225.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--					1	\$225.00		0.00			
2	8	10/24/12	10/26/12		CM	6-7a	--WTF--	:30	2	\$275.00	LV2	0.00	NM	2	\$550.00

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Flight Dates: 10/24/12 - 10/30/12

Advertiser: Heller, Dean R-USS  
Product Desc: HELLER/SENATE/REP  
Estimate: KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
8 News Now 6a M-F														
8 News Now 6a M-F														
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--		2		\$275.00			0.00			
3	8	10/24/12	10/26/12	CBS This Morning 7-9a CM		7-9a --WTF--	:30	1	\$200.00	LV2	0.00	NM	1	\$200.00
CBS This Morning														
EARLY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--		1		\$200.00			0.00			
4	8	10/29/12	10/30/12	CBS This Morning 7-9a CM		7-9a MT-----	:30	1	\$200.00	LV2	0.00	NM	1	\$200.00
CBS This Morning														
EARLY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----		1		\$200.00			0.00			
5	8	10/24/12	10/26/12	Live w/Kelly CM		9-10a --WTF--	:30	1	\$300.00	LV2	0.00	NM	1	\$300.00
Live w/Kelly														
LIVE WITH KELLY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--		1		\$300.00			0.00			
6	8	10/29/12	10/30/12	Price Is Right CM		10-11a MT-----	:30	1	\$450.00	LV2	0.00	NM	1	\$450.00
Price Is Right														
PRICE IS RIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----		1		\$450.00			0.00			
7	8	10/24/12	10/26/12	Y&R CM		11a-12p --WTF--	:30	1	\$550.00	LV2	0.00	NM	1	\$550.00
Young & Restless														
YOUNG AND RESTLESS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--		1		\$550.00			0.00			
8	8	10/24/12	10/26/12	1230-2p Soaps/ LMAD CM		1230-2p --WTF--	:30	1	\$375.00	LV2	0.00	NM	1	\$375.00
Soaps / Let's Make A Deal														
BOLD/DEAL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--		1		\$375.00			0.00			
9	8	10/29/12	10/30/12	1230-2p Soaps/ LMAD CM		1230-2p MT-----	:30	1	\$375.00	LV2	0.00	NM	1	\$375.00
Soaps / Let's Make A Deal														
BOLD/DEAL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----		1		\$375.00			0.00			
10	8	10/24/12	10/26/12	7-8p Rotator CM		7-8p --WTF--	:30	1	\$350.00	LV2	0.00	NM	1	\$350.00
7-8p Rotator														
ET/INSIDE EDITION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--		1		\$350.00			0.00			
11	8	10/29/12	10/30/12	7-8p Rotator CM		7-8p MT-----	:30	1	\$350.00	LV2	0.00	NM	1	\$350.00
7-8p Rotator														
ET/INSIDE EDITION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----		1		\$350.00			0.00			
E 12	8	10/30/12	10/30/12	Tue 8-9p CM		8-9p -T-----	:30	1	\$12,000.00	LV1	0.00	NM	1	\$12,000.00
NCIS														
NCIS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----		1		\$12,000.00			0.00			
13	8	10/24/12	10/26/12	8 News Now 5-630p M-FCM		5-630p --WTF--	:30	3	\$500.00	LV2	0.00	NM	3	\$1,500.00
8 News Now 5-630p M-F														
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--		3		\$500.00			0.00			
14	8	10/29/12	10/30/12	CM		5-630p MT-----	:30	2	\$500.00	LV2	0.00	NM	2	\$1,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
8 News Now 5-630p M-F															
8 News Now 5-630p M-F															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	MT-----				2	\$500.00		0.00				
15	8	10/24/12	10/26/12	8 News Now 4p M-F	CM	4-5p --WTF--	:30	3	\$450.00	LV2	0.00	NM	3	\$1,350.00	
8 News Now 4p M-F															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--WTF--				3	\$450.00		0.00				
16	8	10/29/12	10/30/12	8 News Now 4p M-F	CM	4-5p MT-----	:30	2	\$450.00	LV2	0.00	NM	2	\$900.00	
8 News Now 4p M-F															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	MT-----				2	\$450.00		0.00				
17	8	10/24/12	10/26/12	8 News Now Noon M-F	CM	12-1230p --WTF--	:30	2	\$325.00	LV2	0.00	NM	2	\$650.00	
8 News Now Noon M-F															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--WTF--				2	\$325.00		0.00				
E 18	8	10/29/12	10/30/12	8 News Now Noon M-F	CM	12-1230p MT-----	:30	1	\$275.00	LV3	0.00	NM	1	\$275.00	
8 News Now Noon M-F															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	MT-----				1	\$275.00		0.00				
													Totals	26	\$21,600.00